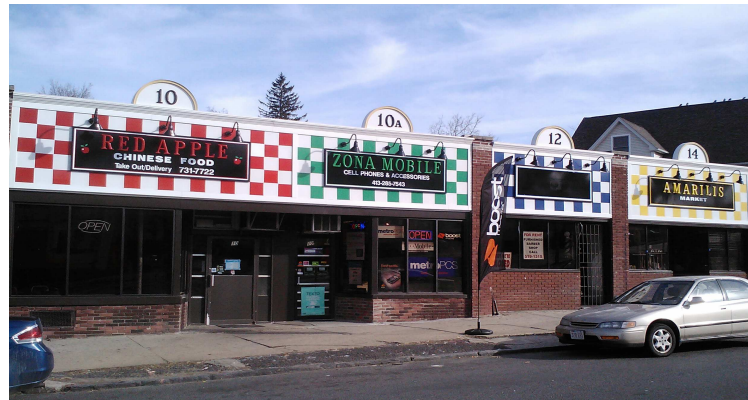


SPRINGFIELD'S STOREFRONT & BEST RETAIL PRACTICES PROGRAM GUIDELINES

As of July 1, 2013



Springfield is
for Business



Program Administrator: Richard Griffin, Jr.
Springfield Office of Planning & Economic Development
Springfield, MA 01104
Phone: (413) 787-6020 Fax: (413) 787-6524

Eligibility

The Storefront and Best Retail Practices Program is intended for for-profit businesses which have been in operation for at least one year and are located in the City of Springfield. This program is not intended for start-ups or non-profit organizations, and franchises.

Types of Businesses and Uses Eligible:

- Commercial establishments (i.e. retail, boutiques, restaurants).
- Start-up businesses with less than a year in operation must submit a complete business plan.
- Service establishments, to include:
 - ✓ Professional services (e.g.: insurance, accountants, architects, doctors, lawyers, etc.).
 - ✓ Personal services (e.g.: dry cleaners, laundromats, barber and beauty shops, etc.).
 - ✓ Certain repair services (e.g.: office equipment, radio/television, bicycle, furniture, locksmith, etc.)
 - ✓ Business services (e.g. advertising, office management, etc.)

Types of Businesses and Uses Not Eligible:

- ✗ Businesses outside CDBG designated areas (see attached map).
- ✗ Home-based businesses
- ✗ New construction
- ✗ Banks, savings and loan associations
- ✗ Auto repair shops or auto retail establishments
- ✗ Gas stations
- ✗ Adult entertainment establishments
- ✗ Bars and/or liquor stores
- ✗ National franchises
- ✗ Properties used entirely for residential purposes. For mixed-use properties, the loan funds may only be expended on the *business / commercial* improvements.

Program Goals

- To assist the growth of small for-profit businesses in Springfield, and specifically to create and retain jobs.
- To preserve special characteristics of neighborhood shopping areas by helping small businesses become successful and foster a sense of place, and attract visitors to the area.
- To promote an attractive environment for new investment and business activity in the City of Springfield.
- To foster the economic revitalization of the commercial corridors through increased sales and increased valuation of properties.

Requirements

- Business must have a physical place of business in CDBG Eligible Areas of Springfield (note: home-based businesses are not eligible to apply).
- This grant is intended only for commercial storefronts. This program is not intended for non-profit organizations or upper story tenants.
- Business must remove any existing exterior roll-down security gate.
- Applications may be submitted by property owners and/or tenants; however, if a tenant submits an application, the property owner must provide permission for the work to be completed. Both the Grantee and property owner must agree to maintain the improvements in good condition for one (1) year following issue of the grant.
- Expenditures that exceed the approved project costs shall be the sole responsibility of the applicant.
- Eligible businesses include ground-floor commercial establishments conducting retail and/or wholesale trade; service establishments including professional offices; personal services such as dry cleaning or beauty salons; and other business services such as printing, etc.
- Grant applications will be accepted and screened for basic compliance (i.e., location, property use, intended improvements, etc.). Applications will then be evaluated on their individual merits and relative to other applications. The greater the fulfillment of program goals, the greater the likelihood of receiving an award.

Storefront & Best Retail Practices Program Guidelines

- The subject property may not have delinquent taxes, including property taxes, and neither the tenant nor the property owner may have other delinquent taxes outstanding.
- The subject property may not have active code enforcement actions.
- The subject property must be structurally sound and in compliance with applicable building codes, sanitary codes, and zoning regulations.
- Applicants must comply with all state and local laws and regulations pertaining to licensing, permits, building code, zoning requirements, environmental requirements, etc.
- Applicant must confirm with City Clerk's office on need to register as a business in the City of Springfield.
- Applications for building(s) with multiple storefronts are strongly encouraged to prepare a joint application, to ensure a consistent quality of work and design continuity, although grants within the broader application may be awarded on an individual storefront by storefront basis.
- Work must be conducted by properly licensed contractors.

Design Guidelines

Projects are intended to reflect principles of good design, and projects will be evaluated by the Review Committee on their individual and relative merits. The business must be located in a CDGB eligible area.

Note: Properties in local historic districts will need prior approval by the Springfield Historical Commission. Properties located in an approved urban renewal district may require review and approval by the Springfield Redevelopment Authority.

Application Process

Step 1: Prospective must fill out a pre-application form and submit it to Program Administrator at the Office of Planning and Economic Development.

Step 2: Pre-applications will be screened by the Program Administrator to ensure eligibility for a grant award (see "Program Eligibility Requirements" section).

Step 3: A Review Committee will determine which eligible businesses are selected to participate in the program based on how well the proposed

projects meet the program's goals. The number of businesses awarded the grant will depend on funding availability.

Step 4: Businesses selected by the Review Committee for grant awards will be invited to complete a grant application and meet with the Program Administrator to discuss potential storefront improvements. At this time, the Grantee may be asked to meet with the Retail Consultant if appropriate for the type of business.

Grant application packages may be submitted by mail or in person at:

Attn: Richard Griffin, Jr.
Office of Planning & Economic Development
Storefront & Best Retail Practices Program
70 Tapley Street
Springfield, MA 01104

Step 5: The Program Administrator will reconvene a meeting of the Review Committee to examine the storefront improvements requested by the Grantee.

Step 6: The Program Administrator will contact Grantee and contractors to schedule the storefront improvements approved to be covered by the grant.

Post Award Requirements

Following the award of a grant, the applicant will be monitored periodically by the OPED staff to ensure compliance with the CDBG program. Therefore, the grant recipient agrees must make company records and payroll available to the City.

There is no repayment obligation for the grant funds as long as all terms and conditions are met. The business must remain in compliance and in operation without reduction in services or hours for one (1) years from the date of this agreement.

Should the business cease operations, reduce services, or significantly alter the improvements funded through this grant within one year of the date the grant agreement was signed, repayment to the City of for the entire grant amount will be required.

Springfield's Storefront & Best Retail Practices Program Pre-Application

Please type or print clearly and answer all questions.

Applicant Information

Name of Applicant _____

Name of Business _____

Nature of Business _____

Business Address _____

Email Address _____ Phone Number _____

Fax Number _____

Reasons for Requesting a Grant:

Past Business Experience:

Have you owned/managed another business in the past 5 years? Y ____ N ____

If you answered YES, please provide the following information:

- Name/address of business: _____
- Reason for closing business (Write in "N/A" if business is still in operation):

I certify the information provided is true, correct and complete.

Signature of Applicant _____ Date _____

Please Submit Completed Pre-Application to:
Attn: Richard Griffin, Jr.
Springfield Office of Planning & Economic Development
Springfield, MA 01104

Phone: (413) 787-6020 Fax: (413) 787-6524
Or email to rgriffin2@springfieldcityhall.com